

## 2025 Hair Care & Multicultural Hair Session

### Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Wednesday, May 7, 2025

#### Hair Care Trends and the Multicultural Consumer

**60 minutes**

Wednesday, May 7 | 5:00 PM - 6:00 PM

Join Michael Ray of NielsenIQ for a session on overall all hair care category trends and how the Multicultural Consumer is impacting the trends.

Michael Ray  
NielsenIQ



#### Buyers' Choice Awards

**30 minutes**

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!